



**USAID**  
FROM THE AMERICAN PEOPLE

**MACEDONIA**

## JOB ANNOUNCEMENT

<b>To:</b>	U.S. Citizens	<b>Announcement #:</b> SOL-165-13-000006
<b>From:</b>	EXO, USAID Macedonia	<b>Date:</b> June 6, 2013
<b>Position Title:</b>	Development, Outreach and Communication Specialist	<b>Closing Date For Applications:</b> <b><u>COB: June 27, 2013</u></b>
<b>Position Grade:</b>	US PSC Local Hire, GS-11 (Market value: \$50,287 to \$65,371; Final compensation will be based on individual's salary history, working experience and educational background)	
<b>Office Location:</b>	USAID Macedonia, Skopje	

This position has been established at the full performance level. The incumbent may be appointed at a lower graded training level based on education and experience.

USAID Macedonia requires the services of a U.S. employee to fill the position of Development, Outreach and Communication (DOC) Specialist. The selected applicant must be able to obtain a U.S. Government security clearance.

If applicant is an American Family Member, please submit a cover letter along with the application containing:

1. The name and Agency of Sponsor
2. Post departure date
3. A brief summation point by point for each item in the announcement performed the same or similar duties in their prior work experience.

An American Family Member candidate must be able to obtain Regional Security Office security certification for employment.

### **Basic Function of the Position:**

USAID/Macedonia manages development programs in Macedonia with a 2012 budget of approximately \$5 million. The Mission portfolio includes a broad range of economic growth, democracy and education activities. The USAID/Macedonia Development, Outreach and Communication Specialist works as one of two DOC Specialists and reports directly to the Supervisory Program Officer.

The DOC Specialist supports USAID/Macedonia in the achievement of its objectives by implementing the Mission communications strategy aimed at maximum exposure and public understanding of U.S. development assistance in Macedonia, as measured by qualitative and quantitative public opinion polls. The DOC Specialists work closely with USAID/Washington and the U.S. Embassy Public Affairs Section and coordinate with Strategic Objective Teams and implementing partners to make sure that the Mission's communication strategy objectives are integrated in all USAID-funded programs and activities.

### **Major Duties and Responsibilities:**

- Principal drafter, editor and publisher of USAID/Macedonia promotional materials, including Country and Sector Profiles, fact sheets, success stories, brochures and briefers, articles for USAID's Frontlines Newsletter, USAID subject-matter blogs and Op-Ed articles for local press. Ensures that all proper clearance procedures are followed both within USAID/Macedonia and with USAID/Washington and that all materials follow the USAID guidelines and regulations. Coordinates with FSN DOC Specialist to ensure materials are translated into Macedonian and Albanian.
- Provides assistance regarding submissions for the Macedonia page of the USAID website, including relevance of content, videos and images. Reviews and edits all English language submissions to the USAID website and USAID/Macedonia's Facebook page, as well as contributions to the USAID/Washington newsflash "Administrator's Monthly Report."
- Provides direct support to the USAID Mission Director, Program Office and Technical Officers with research, writing, editing and reporting. Works with technical offices to compile monthly reports on USAID Macedonia activities for the Ambassador.
- Provides check-in orientation briefings on USAID for new Embassy staff.
- Implements and updates as necessary the USAID/Macedonia annual communication strategy, including goals and objectives, messages, target audiences, detailed activities, polling and evaluation, Results Framework, Performance Monitoring Plan and budget.
- Prepares and/or updates PowerPoint presentations on USAID/Macedonia
- In collaboration with the FSN DOC Specialist, Mission management and USAID technical officers, prepares and implements USAID-funded public events, assisting with site visit schedules, reviewing and clearing press materials, background information, scenarios and remarks for VIPs (U.S. Ambassador, DCM, USAID Mission Director) and coordinates with the U.S. Embassy Public Affairs Section.
- Provides backup to the FSN DOC specialist to conducts periodic training for USAID staff and USAID project information officers on USAID communication strategy, social media platforms, branding, communication techniques and best practices, photography, bridging techniques, media relations, public speaking and presentation skills.
- Provides backup to the FSN DOC Specialist as the contact and liaison for the Mission with local and international media
- Performs other duties as assigned or required.

### **Required Qualifications:**

A. Education: A Bachelor degree is required, preferably in a field with strong written communication content (literature, journalism, public relations) or a related area. Two years experience in journalism, communications or public relations may substitute for a Bachelor Degree.

B. Experience: Three to five years administrative or government experience required. Experience in speech writing, editing, and disseminating information to a variety of target audiences is preferred. Experience in communications and/or public relations is desirable.

C. Knowledge and Abilities: Must have working knowledge of Microsoft Office applications; Word, Excel, PowerPoint as well as familiarity with social media platforms such as Facebook and Twitter. Knowledge of video production and the principles, methods, practices, and techniques of communication desirable.

D. Skills: Excellent written/oral communication skills in English (native level) and excellent interpersonal and organizational skills are required.

**Position Elements:**

A. Supervision received: The incumbent reports directly to the Supervisory Program Officer, but is expected to set overall assignment objectives and program emphasis independently. Completed work is reviewed by the Supervisory Program Officer for adherence to established policy and the meeting of expected goals for the communication plans.

B. Available Guidelines: DOC Survival Manual, DOC Forum, DOC Orientation Guidelines, Foreign Affairs Manual (FAM), Foreign Affairs Handbook (FAR), Automated Directives System (ADS), Mission Orders and Mission Notices.

C. Exercise of Judgment: Projects assigned to incumbent include a variety of duties and processes requiring exercise of judgment.

D. Authority to make commitments: None. Incumbent's recommendations, though, will lay basis for making commitments.

E. Nature, Level, and Purpose of Contacts: Personal contacts are with local and international media, U.S. Embassy personnel, AID/W, public affairs personnel of organized groups having communication links with USAID/Macedonia's publics, and various program officials. The purpose of contacts with media representatives, and of public affairs personnel of organized groups indifferent to Mission programs, is to encourage them to serve as a link between the organization and its various publics that will benefit from information on USAID/Macedonia programs and services.

F. Supervision Exercised: None

G. Time Required to Perform Full Range of Duties: The first six months of employment will be considered a probationary period and the incumbent will be expected to perform the full range of duties before the end of this period.

**Evaluation Criteria:**

Criteria	Possible Points
The minimum educational requirement is a Bachelor's degree, preferably in a field with strong written communication content (literature, journalism)	10
Strong writing skills (from writing sample and written test)	30
Experience (at least 3 years) in public relations, journalism, communications, and/or public speaking.	20
Demonstrated familiarity with international protocol, U.S. government communication, and general knowledge of administrative regulations and standards	10
Demonstrated strong interpersonal skills and ability to	20

develop and maintain an extensive network of contacts.	
Demonstrated skills with software packages such as Word, Excel and Power Point. Experience with social media platforms (Facebook, Twitter, etc.) and video production, as well as web management tools such as Dreamweaver and photo manipulation such as Photoshop are desirable.	10
<b>Total</b>	<b>100</b>

**Additional Selection Criteria:**

USAID Macedonia will consider issues such as conflict of interest, nepotism, budget implications, and visa status and whether candidate has a work permit in determining successful candidacy. When equally qualified, American Family Members (American Family Members are defined as adult dependents of U.S. Government employees) will be given first preference.

**SALARY:** This position has been classified at a U.S. Government GS 11. The actual salary of the successful candidate will be determined by the USAID Contracting Officer depending on qualifications, education and previous salary history. Incumbent is required to pay US Taxes.

**NOTE:** Experience and education which exceed the requirements set forth in the position description but which are not directly related to or required in the performance of expected duties **WILL NOT BE CONSIDERED AS JUSTIFICATION FOR UPGRADING THE POSITION OR DESIGNATED SALARY AS SET BY THE CONTRACTING OFFICER.**

**TYPE AND DURATION OF APPOINTMENT:**

Employment shall be through an A.I.D. personal services contract for an initial period of two years with an option to extend the contract in yearly increments for up to an additional 3 years. This Personal Services Contract is subject to the availability of funds.

**APPLICATIONS:** Please submit OF-612, Optional Application for Federal Employment, a resume and one page writing sample to USAID HR Office, located at Samoilova 21, Skopje, Macedonia, or by e-mail to [bzivkova@usaid.gov](mailto:bzivkova@usaid.gov). . The OF-612 can be downloaded from: <http://transition.usaid.gov/forms/OF612.pdf>

**SELECTION PROCESS:** After an initial application screening, the best qualified applicants will be invited to a written test and an oral interview. Applicants must be eligible for appointment under host government laws and regulations.

Matthew Hutcherson  
Acting Executive Officer

New Position:  
Old Position: X (revised)  
Re-Designation:

MD: Robert Wuertz (clear)  
PGM: LeAnna Marr (draft)

“Mission policy prohibits pre-selection of applicants to fill any local hire position.”